ABSTRACT

A system and method for pricing a classified advertisement. The method includes receiving a classified advertisement from an advertiser to be distributed to at least one of multiple device

5   types.   The   classified   advertisement   may   be   substantially simultaneously formatted for at least two of the device types. The classified advertisement may be displayed as formatted for presentation by the device type(s). A price may be determined and displayed for the classified advertisement as formatted for

10   presentation by the device type(s).

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